Isbank at a Glance

- **96.7 million USD** asset size, 1st among private banks in Turkey

- **1,348 domestic branches** country-wide, largest among private banks

- **22 foreign** branches

- **3 subsidiary banks** in Europe and Asia with 18 branches

- **2 representative offices** in China and Egypt

Our Vision

- **Build for change:** adapt to constantly changing market & customer needs

- **Deliver an excellent customer experience:** driven by our analytical mind

- **Provide right offers to right customers at the right time:** despite huge customer base, number of possible offers, and complexity of channels
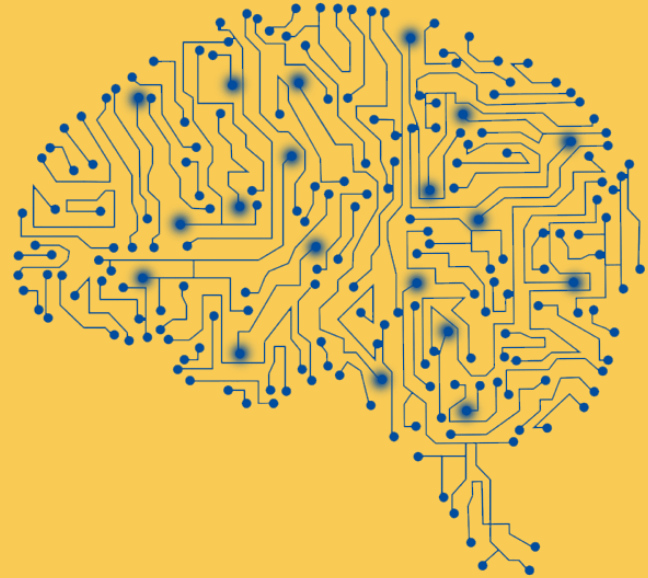
İş Bankası 93 yaşında.

Self-Learning Marketing Hub

- Our Pega journey: Started in 2016
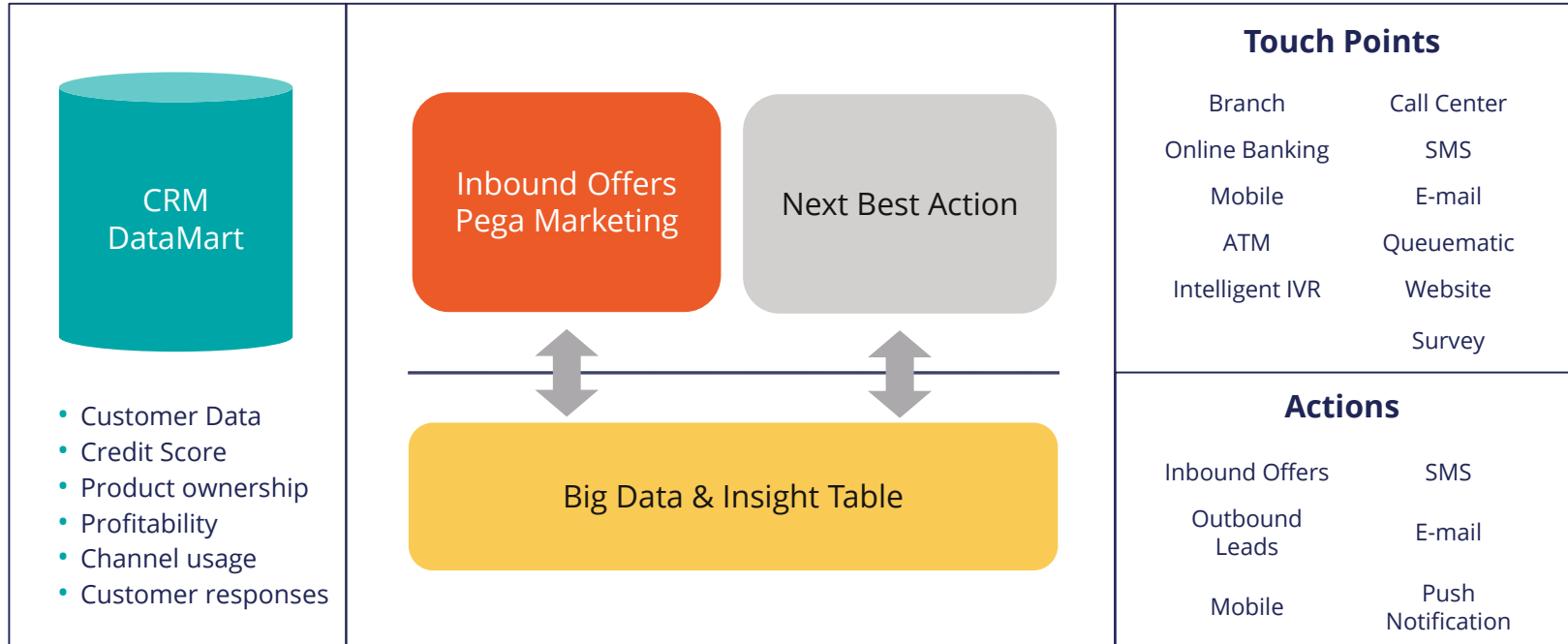
- First results: April 2017

Self-Learning Marketing Hub

- Exceptional customer interaction across all channels

- Employs advanced analytics, machine learning and real-time data

- Integrates adaptive and predictive models

- Learns from customer responses and becomes more intelligent about how to interact with customers effectively

- Complex decisions are defined with dynamic rules

- Strategies are run automatically

Campaign Management Architecture

CRM DataMart

- Customer Data
- Credit Score
- Product ownership
- Profitability
- Channel usage
- Customer responses

Inbound Offers Pega Marketing

Next Best Action

Big Data & Insight Table

Touch Points

Branch	Call Center
Online Banking	SMS
Mobile	E-mail
ATM	Queuematic
Intelligent IVR	Website
	Survey

Actions

|	
Inbound Offers	SMS
Outbound Leads	E-mail
Mobile	Push Notification

Insight Table

- **Listen & decode** big data, find meaningful patterns and create crucial insight about customer context

- **Act in real-time** or employ a caching mechanism to take action whenever you need to

- **Use customer context** to take actions or to prioritize offers
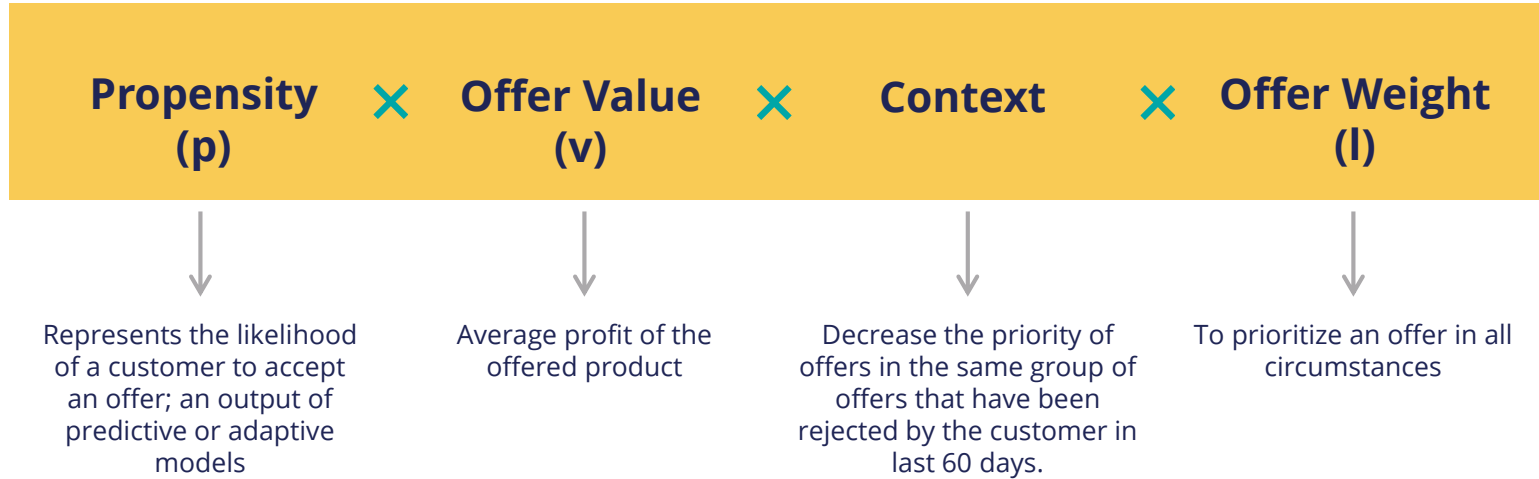
Predictive Models vs. Adaptive Models

- Both predictive and adaptive models are used to predict propensity

- 614 adaptive models for retail customers, 131 adaptive models for commercial customers

- 179 predictive models for 64 different products

- Model outcomes can be tracked in terms of channel, product and offer

- Adaptive models learn from 164 different predictors
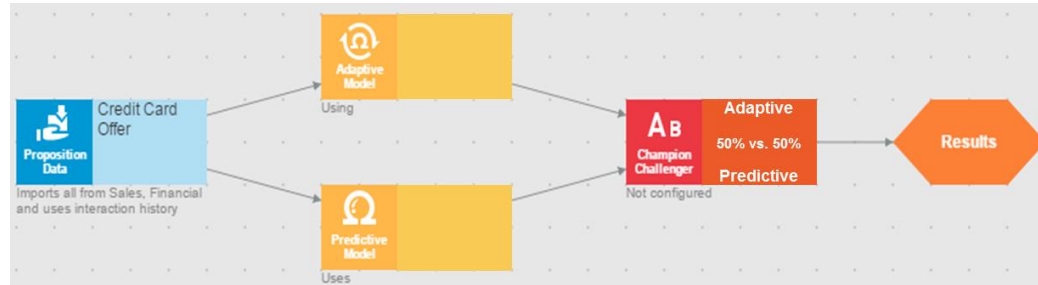
	Predictive	Adaptive
Accuracy rate	71.7%	87.4%
Recall rate	21%	24.3%

Next Best Offer

Prioritization formula:

Propensity (p)	✕	**Offer Value (v)**	✕	**Context**	✕	**Offer Weight (l)**

Represents the likelihood of a customer to accept an offer; an output of predictive or adaptive models	Average profit of the offered product	Decrease the priority of offers in the same group of offers that have been rejected by the customer in last 60 days.	To prioritize an offer in all circumstances

Pega Marketing Results

- **Launch date** of the first phase of the project: 10 April 2017

- **960K increase** in average monthly positive soft response in the first 2 months, with a **32% increase in performance**

- **37% improvement** in hard response rate, compared to previous year

# of responses	# of accepted offers	Soft response rate (2017)
70.1 million	10.1 million	14.3%

2016	2017	Increase in hard response rate
955,166	1,309,406	37.1%

Touch Points

Internet Branch & ATM

Internet Branch

# of responses	# of accepted offers	Soft response rate
2.9 million	234k	8%

ATM

# of responses	# of accepted offers	Soft response rate
56.2 million	4.9 million	8.7%

Touch Points

Mobile – Offers Tab

DOWNLOAD İŞCEP AND GET THINGS DONE ON THE GO!

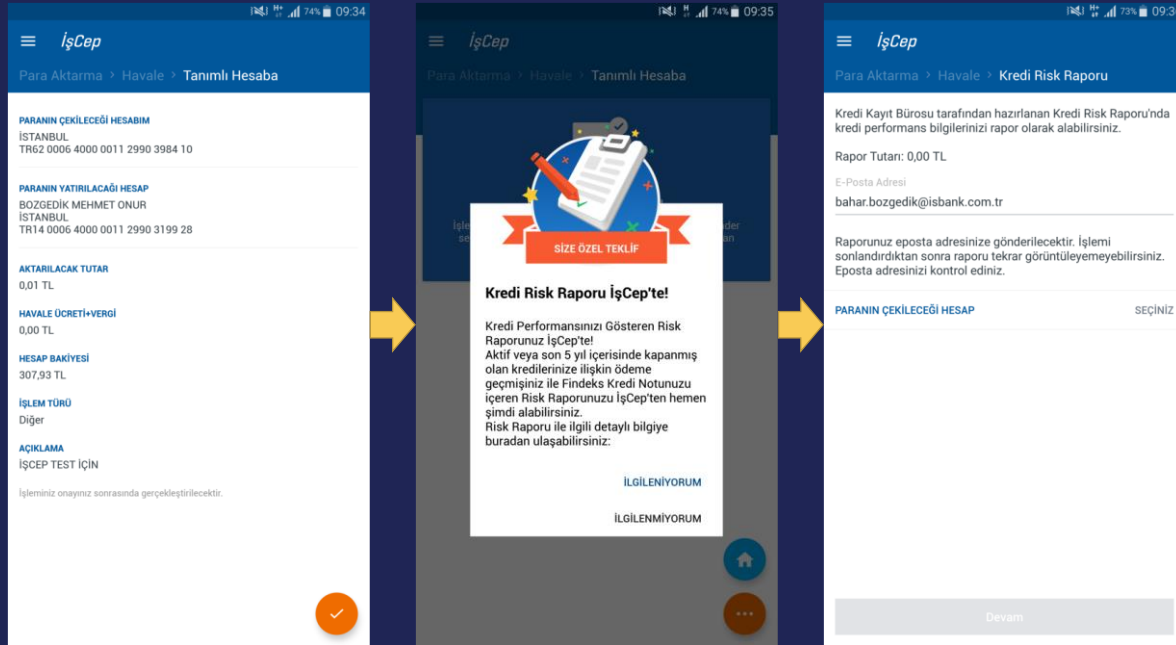| Mobile – Offers Tab		
# of responses	# of accepted offers	Soft response rate
1.6 million	548k	34.7%
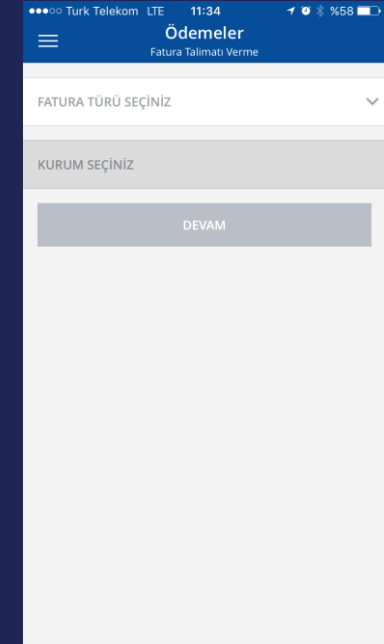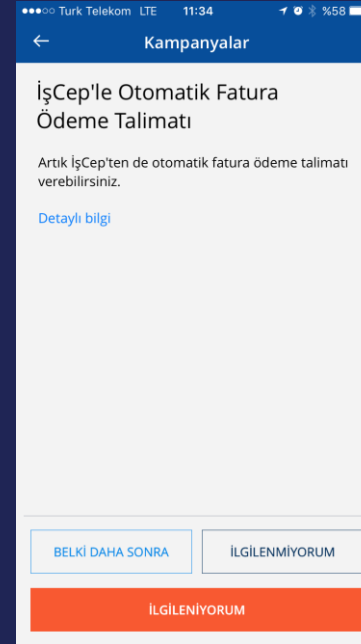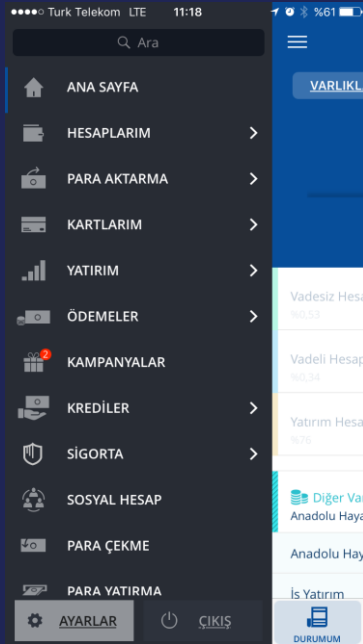
Touch Points

Mobile – Post-transaction

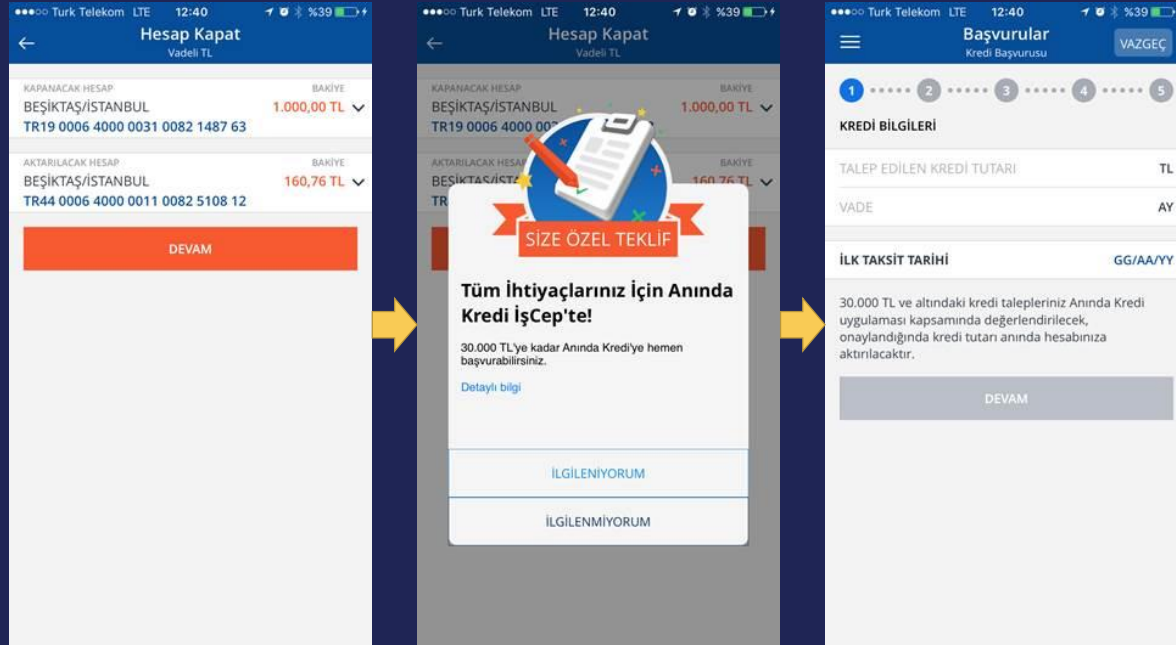| Mobile – Post-transaction		
# of responses	# of accepted offers	Soft response rate
13k	2.2k	17%

*results relating to a 7-week period

Touch Points

Mobile – Mid-transaction

Release date: June 2018

Intelligent IVR

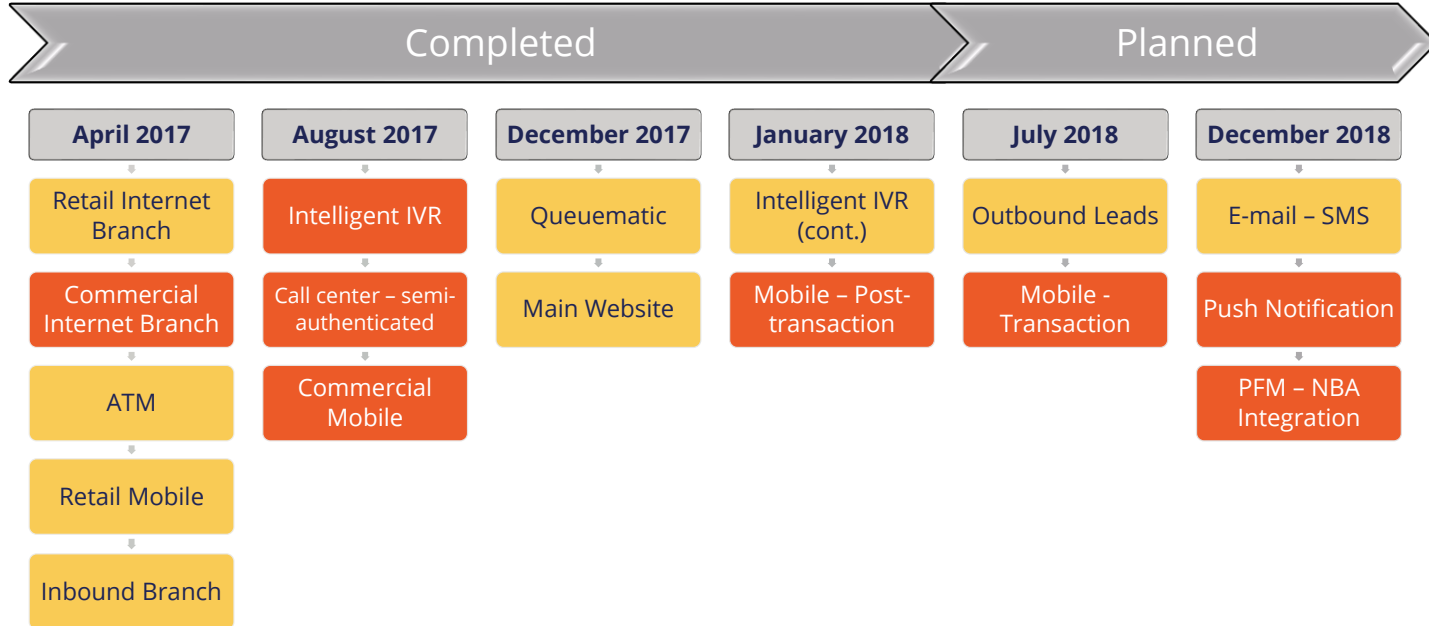- Predict the call reason of the customer based on predefined scenarios

- Direct the customer to the related menu on IVR or read a related announcement

- Decrease rate of referral to live agent

- Improve customer experience

7.8% improvement

2018 Q1

Card printing / courier

2017 Q4

11.6% improvement

- **Money Transfer**
- **Salary Payment To Account**
- **Blocked PIN**

Pega Marketing Project Schedule

Completed				Planned	
April 2017	**August 2017**	**December 2017**	**January 2018**	**July 2018**	**December 2018**
Retail Internet Branch	Intelligent IVR	Queuematic	Intelligent IVR (cont.)	Outbound Leads	E-mail – SMS
Commercial Internet Branch	Call center – semi-authenticated	Main Website	Mobile – Post-transaction	Mobile - Transaction	Push Notification
ATM	Commercial Mobile				PFM – NBA Integration
Retail Mobile					
Inbound Branch					

■ New capabilities gained/to be gained with Pega Marketing

Awards

- **2015 Stevie Awards for Sales & Customer Service**
  «Best Use of Technology in Sales –Banking, Financial Services and Insurance – Gold Award»

- **2016 Stevie Awards for Sales & Customer Service**
  «Marketing Solution – Turkiye Is Bankasi A.S's Permission Marketing Initiative - Silver»

- **2016 Stevie Awards for Sales & Customer Service**
  «Turkiye Is Bankasi A.S's Inbound Marketing Program – Inbound Marketing Program of the Year – Bronze»

- **2017 EFMA Innovation Awards - Marketing Brain**
  «Big Data & Analytics & AI Silver Award»

Proud to Announce

- **Based on our success, we've opened a PEGA development & consulting center in North America called Maxitech**

- **Maxitech will offer one-hour free session with a PEGA Architect**

- **Contact us and mention "PW2018" here: www.maxitech.com/pega**

Customer Experience

- **Listen & decode** big data, find meaningful patterns and create crucial insight about customer context

- **Act in real-time** or employ a caching mechanism to take action whenever you need to

- **Use customer context** to take actions or to prioritize offers

In summary...

PEGA